YOU CAN BANK ON M·G·M

PRESS BOOK

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AMERICA'S NEW CRIME JUNGLE EXPLODES ACROSS THE SCREEN!

M-G-M presents AN ALBERT ZUGSMITH PRODUCTION

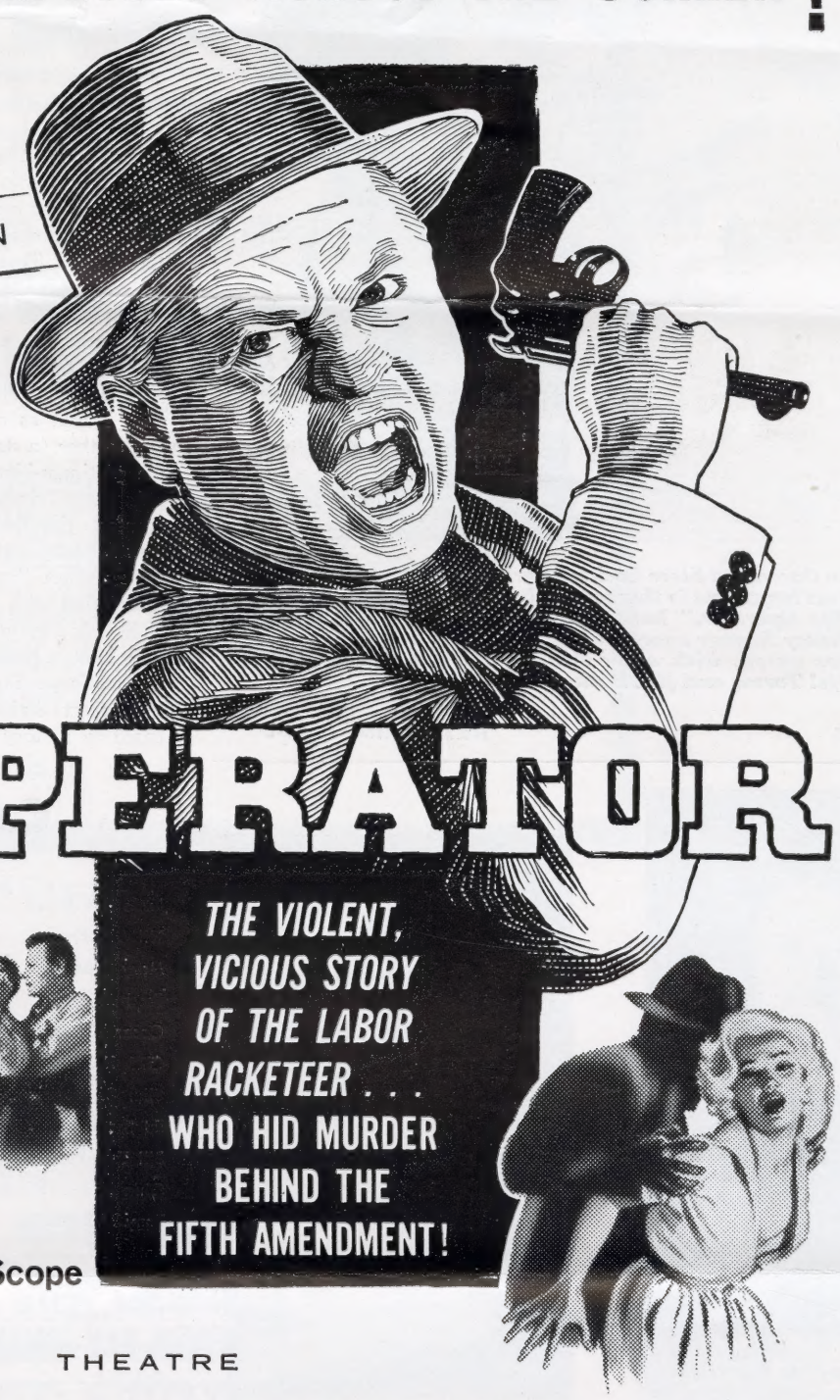
Starring

MICKEY ROONEY

AS NOTORIOUS "LITTLE JOE" BRAUN

STEVE COCHRAN

MAMIE VAN DOREN



THE BIG OPERATOR

Co-Starring

RAY DANTON · MEL TORME · JIM BACKUS

Guest Stars

JACKIE COOGAN · RAY ANTHONY

BEN GAGE · BILLY DANIELS

Screen Play by ROBERT SMITH and ALLEN RIVKIN

Based On a Cosmopolitan Magazine Story by PAUL GALLICO

Directed by CHARLES HAAS · Produced by RED DOFF · in CinemaScope

THE VIOLENT, VICIOUS STORY OF THE LABOR RACKETEER . . .

WHO HID MURDER BEHIND THE FIFTH AMENDMENT!

ASSOCIATE FEATURE THEATRE

Ad No. 506—600 Lines (5 Cols. x 120 Lines)

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

SCENES FROM "THE BIG OPERATOR"

Tough racket leader Mickey Rooney and Ray Anthony make use of a tape recorder in ferreting out their enemies in a labor union which Rooney is attempting to exploit in "The Big Operator." Filmed in CinemaScope, the timely MGM release also stars Steve Cochran, Mamie Van Doren, Ray Danton, Mel Torme and Jim Backus.

Still 1749-29 The Big Operator Mat 2-C

Mamie Van Doren and Steve Cochran portray the young married couple whose happiness is threatened by a vicious racket leader in "The Big Operator," hard-hitting and timely new MGM release. Mickey Rooney enacts the killer who attempts to control a labor union, with other starring roles played by Ray Danton, Mel Torme and Jim Backus.

Still 1749-85 The Big Operator Mat 2-E

Mickey Rooney, as the vicious racket boss who attempts to take over a labor union in "The Big Operator," hard-hitting, timely drama released by MGM. As the unscrupulous killer who defies a Senate Investigating Committee, Rooney has his most compelling dramatic characterization since his role in "The Last Mile." The new CinemaScope production also stars Steve Cochran, Mamie Van Doren, Ray Danton, Mel Torme and Jim Backus.

Still 1749-72 The Big Operator Mat 1-B

Steve Cochran and Mamie Van Doren as the husband and wife whose happiness is threatened by a vicious racketeer in "The Big Operator," hard-hitting MGM release. Mickey Rooney portrays the killer who attempts to exploit a labor union, with other top roles played by Ray Danton, Mel Torme and Jim Backus. The picture is in CinemaScope.

Still 1749-84 The Big Operator Mat 1-D

MICKEY ROONEY PLAYS THUG WHO TRIES TO TAKE OVER LABOR UNION IN MGM'S TIMELY, HARD-HITTING "THE BIG OPERATOR"

A hard-hitting, uncompromising drama that might have been lifted directly from today's newspaper headlines is presented in MGM's "The Big Operator," with Mickey Rooney giving a memorable performance in the role of a vicious racketeer who has won control of a labor union.

Also in leading roles in the CinemaScope production are Steve Cochran, Mamie Van Doren, Ray Danton, Mel Torme, Jim Backus, Jackie Coogan, Ray Anthony and Ben Gage.

While the story sweeps a searchlight on a hoodlum who, through intimidation, brutality and even murder, has become the czar of a union, the film's makers point out that it is not meant to mirror the entire world of unions, the majority of which are efficiently and honestly run. Although it is a story of an unscrupulous gangster who hides behind the Fifth Amendment, "The Big Operator" is also the story of the fight upon the part of unions against this insidious element.

Mickey Rooney is seen as Little Joe Braun, a crook who has taken over a union and who, when he comes up before a Senate Investigating Committee, hides behind the Fifth Amendment. He has made one slip, however, by denying that he has ever met or seen one of his murderous henchmen, Oscar Wetzel (Ray Danton). But two union members, Bill Gibson (Steve Cochran) and Fred McAfee (Mel Torme), have seen Little Joe talking to Wetzel and unless they can be persuaded to keep their mouths shut, Little Joe can be convicted of perjury.

When bribery fails, Little Joe uses more brutal methods. His men pick up McAfee and then toss him out of a car with his clothes aflame. This does not deter Gibson from offering to testify against Little Joe, whereupon the latter seeks to win his silence by kidnapping his young son (Jay North). What happens from this point on makes for a driving, suspenseful and action-filled drama.

The roles played by Mamie Van Doren and Mel Torme reveal a striking versatility on the part of both performers. Miss Van Doren, who has made a name for herself as a seductive charmer, now enacts a typical young American housewife, married to Cochran and the mother of the kidnapped child. Torme, who rose to fame as a crooner, has a strong dramatic characterization as the union member who refuses to be cowed by thugs. Rooney, who can switch from comedy to drama at the drop of a script, recently scored one of his biggest hits as the killer in "The Last Mile."

"The Big Operator," an Albert Zugsmith Production in association with Fryman Enterprises, was produced by Red Doff. Charles Haas directed from a screen play by Robert Smith and Allen Rivkin, based on a story by Paul Gallico.

BRIEF SUMMARY

The fight of honest unions to rid themselves of invidious racketeer elements is given forceful dramatic treatment in MGM's "The Big Operator," with Mickey Rooney cast as an unscrupulous hoodlum who has taken over a union and who, when he is called up before a Senate Investigating Committee, takes refuge behind the Fifth Amendment. It is a story which might have been lifted bodily from today's newspaper headlines.

The refusal of two honest union members to accept bribes from Little Joe Braun, who is aware that their testimony can convict him of perjury, and his efforts to liquidate one of them (Mel Torme) and to persuade the other (Steve Cochran) to keep his mouth shut by kidnapping his small son, make for a drama of mounting suspense.

Also playing stellar roles are Mamie Van Doren as a typical young wife and mother (a striking departure from the platinum-blonde actress' previous seductive characterizations), Ray Danton, Jim Backus, Jackie Coogan, Ray Anthony and Ben Gage.

An Albert Zugsmith Production in association with Fryman Enterprises, "The Big Operator" was produced by Red Doff. Charles Haas directed the CinemaScope film from a screen play by Robert Smith and Allen Rivkin, based on a story by Paul Gallico.

CAST

Little Joe Braun	Mickey Rooney
Bill Gibson	Steve Cochran
Mary Gibson	Mamie Van Doren
Fred McAfee	Mel Torme
Oscar Wetzel	Ray Danton
Cliff Heldon	Jim Backus
Slim Cayhurn	Ray Anthony
Ed Brannell	Jackie Coogan
Bill Tragg	Charles Chaplin, Jr.
Gina	Vampira
Tony Webson	Billy Daniels
Bert Carr	Ben Gage
Timmy Gibson	Jay North
Phil Cernak	Lawrence Dobkin
Danny Sacanzi	Leo Gordon
Det.-Sgt.	Donald Barry
Alice	Ziva Rodann
Raymond Bailey	Joey Forman
Lou Green	Grabowski
Picket Captain	Vido Musso

Produced by Red Doff. Directed by Charles Haas. Screen Play by Robert Smith and Allen Rivkin. Based on a Cosmopolitan Magazine Story by Paul Gallico. In CinemaScope. An Albert Zugsmith Production. Released by MGM.

DRAMA OF RACKETEER WHO HIDES BEHIND 5TH AMENDMENT LIFTED FROM HEADLINES

Motion pictures, which today are dealing more and more with controversial subjects, now dare to focus on alleged invasion of some labor unions by racketeers, a topic headlined in the past year through the Senate Investigating Committee's activities.

MGM, as the first studio to make a motion picture about this timely subject, is lifting a story right from the headlines. "The Big Operator," starring Mickey Rooney, Steve Cochran and Mamie Van Doren, tells the story of an incorrigible hoodlum who has crept into power in a huge labor union.

"But more important," explains Albert Zugsmith, who co-produced the picture with Red Doff, "we show how hard the unions are fighting against this element which insidiously becomes larger every day."

Zugsmith specializes in producing topical pictures, as is evidenced by such of his successes as "High School Confidential!", which was made during the newspaper controversy about teenage delinquents; "Night of the Quarter Moon," the drama of a mixed marriage; "The Beat Generation," dealing with the widely-discussed "beatniks"; and "The Incredible Shrinking Man," filmed when the world first was aroused to the possibilities of attacks from outer space.

Before putting "The Big Operator" before the cameras, MGM studio personnel were sent to visit labor union meetings. They discussed the problem of rackets with top union officials and came away with the impression that most unions are efficiently and honestly run. It is the exception when a hoodlum creeps into a union. But he gets the headlines.

"And that is what we show in this picture," Zugsmith states. "We point out that the story is about one union and is not meant to mirror the entire world of unions."

"The Big Operator" exposes Little Joe Braun, the racket boss enacted by Mickey Rooney, for what he is—a cheap crook, maybe a little brighter than most, but still a criminal.

"Little Joe's mistake," says Zugsmith, "comes about when he answers one question put to him by the Senate Investigating Committee. It is the only question out of 53 that he does answer, and it starts his downfall."

Scene-Stealer

It's long been known in Hollywood that the biggest scene-stealers are children and dogs. But Steve Cochran, during filming of MGM's "The Big Operator," discovered a scene-stealer that wasn't even in the script. It was Cochran's own dog, Shane, a large German Shepperd who accompanies the actor to the studio every day.

In several sequences of "The Big Operator," Cochran steps into his yard to whistle for his son. Each time, Shane would run into the scene, searching for his master. The dog finally had to be leashed before the sequence could be filmed.

He'll Take Acting, Thanks

It seems that Billy Daniels would rather act than sing. MGM's "The Big Operator" marks the second picture in a row in which Daniels has played a straight dramatic role without benefit of song. The first was "The Beat Generation."

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

Studio Hands Thought They Were in the Wrong Place!

Employees at the MGM Studio in Culver City recently received a surprise when they arrived for work. The sign on the South gate read "Earl Y. Carleton and Son—Precision Equipment." However, the studio hadn't changed hands. The sign was used for a sequence in MGM's Mickey Rooney starrer, "The Big Operator."

The new drama, whose subject has made many a recent news headline, concerns a hoodlum (Rooney) who is brought up before a Senate Investigating Committee for malfeasance in connection with his attempt to intimidate and take over a labor union, and who hides behind the Fifth Amendment.

Steve Cochran and Mamie Van Doren co-star with Rooney.

Football Made 'Em Tough For Film Gangster Roles

Al Carmichael and Jim Sears, two All-Americans from U.S.C. currently playing professional football with the Green Bay Packers and Chicago Cardinals, respectively, portray Mickey Rooney's gangland henchmen in MGM's "The Big Operator."

The timely drama casts Rooney as a hoodlum who attempts to take over a labor union and who hides behind the Fifth Amendment when called before a Senate Investigating Committee. Playing co-starring roles are Steve Cochran and Mamie Van Doren.

Ad No. 406-R—600 Lines (4 Cols. x 150 Lines)

Ad No. 111
50 Lines (1 Col. x 50 Lines)

Ad No. 208—100 Lines (2 Cols. x 50 Lines)

Ad No. 112
40 Lines (1 Col. x 40 Lines)

PRODUCER RELIES ON "PSYCHOLOGY"

Albert Zugsmith Knows How To Judge Performers On First Sight

The year was 1947 and the hour was 6:00 p.m. in a darkened projection room on a major motion picture studio lot. A small group of men and women were watching scenes from a new film. The scenes were playing well and many producers would have been happy with the picture. Albert Zugsmith wasn't exactly unhappy but something kept him from being enthusiastic. He requested that the film be re-run.

"Okay," he said finally, "that might get by but . . ."

The director received a memo the next day. "Do the scene over," it read. "Try this time to sell harder and make the change of heart more pronounced."

The picture's female star was upset at having to do the scene over. But Zugsmith, long accustomed to the hypersensitivities of his artistic family, assumed his most practiced air of casualness and had a little conversation with her. The star, never an introvert, splashed her indignation all over his front.

The producer countered with a disarming smile. "You know," he said, "I'm reminded of the great director, Richard Boleslavsky. I recall once he rushed into his star's dressing room immediately after a scene and said, 'Darling, you were wonderful, superb, magnificent. Next time, be just a little more magnificent.' "

Needless to say, the repeated scene were more wonderful, more superb and more magnificent. So were the future relations between Zugsmith and the star.

What this story points out is that a motion picture producer's job, in addition to experience and talent, requires an understanding of human relations. "Without that," declares Zugsmith, "you can be a first-class candidate for the flop parade."

Zugsmith recently completed "The Big Operator," starring Mickey Rooney, Steve Cochran and Mamie Van Doren, a picture he produced in association with Red Doff for MGM release.

"Mickey is a pro and a veteran of show business, who knows all the ropes," he says. "Steve also is a trouper with definite ideas on what he wants to do. Mamie is relatively new to the business. A producer can't treat them all the same or he might have trouble lining up a cast for his next picture."

His explanation for dealing with people is simple. "You're either a natural psychologist or you aren't. It's like being able to sing. Either you can or you can't. The trick is to learn to judge performers on first sight. This may not be good practice in everyday life but for a producer it's a necessity."

Zugsmith credits the auction galleries, where he once worked in Atlantic City, with doing most to sharpen his judgment of people. He recalls a case in which a middle-aged woman, richly but not gaudily dressed, arrived at an auction where he was working as an aisle salesman. She was well mannered but somewhat shy. Nothing she did gave him an idea of whether she was interested in the items for sale.

"I chatted with the woman about her dress," he says, "and in a few moments knew where she had bought it and how much it had cost. This established her price bracket, and the name of the store established her taste level. I communicated my analysis to the auctioneer and he immediately offered for sale two rare and costly ivory pieces. The woman topped every bid on them."

Despite his diversified background as a newspaper editor and publisher, CBS executive, and owner of radio and TV stations, Zugsmith now concentrates entirely on motion picture production. With "The Big Operator," topical drama of a tough racket leader, shortly to be released, he is working on seven other properties, among them a film version of William Faulkner's novel, "The Unvanquished."

"The best relaxation for the mind is work," he declares.

RACKETEER USES STRONG-ARM TACTICS

Mickey Rooney orders his henchmen to throw Mel Torme out of a union hall in this scene from "The Big Operator," hard-hitting topical drama of a union exploited by an unscrupulous racketeer. The CinemaScope picture, released by MGM, co-stars Steve Cochran, Mamie Van Doren, Ray Danton and Jim Backus, with Jackie Coogan, Ray Anthony and Ben Gage in guest star roles.

Still 1749-8 **The Big Operator Mat 2-B**

CALL HIM A SINGER; LABEL HIM MOVIES' NEWEST ACTOR, IT'S STILL MEL TORME

It's no longer news when a singer becomes an actor. Nor is the reverse news. But when a successful singer becomes a successful actor—gives up acting to concentrate on singing—and ends up alternating between both media—that's news.

Mel Torme, of the famed "velvet fog voice," is the guy in question.

In the mid-forties, Mel Torme's soothing voice swept America with such popular songs as "You're Driving Me Crazy," "Dreamtime," "I'm Yours" and "Who Cares What People Say."

He was so hot with the public that Hollywood signed him for leading roles in "Pardon My Rhythm," "Let's Go Steady" and "Night and Day." Then suddenly he quit acting and organized a singing group, the popular Meltones. While making a number of hit recordings with Artie Shaw, Torme was forcibly absent from the screen.

"I was young enough at the time to want to be best at what I felt I could do best," he explains. "After I had secured an established niche as singer, I was ready to return to the acting field."

Torme came back in a big way. He was signed for a top role with Mickey Rooney in TV's "The Comedian" and won an Emmy nomination as the best supporting actor on television in 1958.

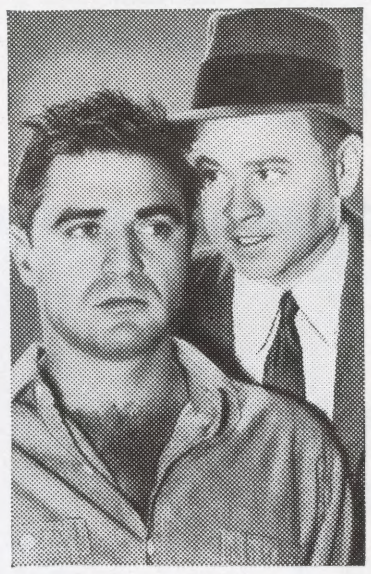
Later that year, Rooney was set by MGM for the starring role in "The Big Operator," an Albert Zugsmith Production in association with Fryman Enterprises. Rooney suggested Torme for the straight dramatic role of a union member who, with Steve Cochran, becomes the enemy of a tough racketeer, the part played by Mickey.

"I was very happy with this role," Torme says. "It offered me the biggest acting opportunity I've ever had in pictures."

However, Mel is not contemplating abandoning his singing career again. His latest long-playing album, "Torme," is currently one of the top-selling LP's in the country.

Asked why so many singers become good actors, Torme answered, "For most singers, acting is just another rung on the entertainment ladder. Basically, singing and acting are the same thing. In selling a tune, you project a personality. In acting, you project a character."

Torme also believes that acting helps singing. "It's no secret," he says, "that a good voice doesn't necessarily make a successful singer. Many singers with beautiful pipes never had a hit record or sold out a night club. The most important thing is 'feeling.' If you believe the lyrics in a song, the public listening to you will also believe them. Acting experience helps you do this."



Mickey Rooney attempts to bribe Steve Cochran into keeping his mouth shut in "The Big Operator," drama of a union exploited by an unscrupulous racketeer. The MGM release, in CinemaScope, co-stars Mamie Van Doren, Ray Danton, Mel Torme and Jim Backus.

Still 1749-61 **The Big Operator Mat 1-A**

DOES DOUBLE DUTY

Jackie Coogan doesn't confine his activities to acting, these days. For his most recent pictures, "The Beat Generation" and the current "The Big Operator," Coogan has doubled as actor and dialogue director.

EASIER TO PLAY GUN MOLL THAN TYPICAL HOUSEWIFE, INSISTS MAMIE VAN DOREN

Mamie Van Doren, parlaying a fabulous figure, shimmering blonde hair and seductive appeal into one of Hollywood's popular feminine personalities, has completed six starring roles in the past year and already is committed for five pictures in 1959.

In her busy career, Mamie also finds time and energy to record for Dot Records, make television guest appearances and work in night clubs.

In contrast to her past screen characterizations, she plays a typical young housewife in MGM's new Mickey Rooney starrer, "The Big Operator." And she considers it her most difficult screen role to date.

"If you're playing a gun moll," she says, "the public is more or less apt to accept your characterization. Few of them have been in contact with this type of person. But everyone knows what a housewife is like."

In "The Big Operator," an Albert Zugsmith Production in association with Fryman Enterprises, Miss Van Doren portrays Steve Cochran's wife and the mother of a seven-year-old boy. Their happy home life comes close to disaster when Cochran and the boy are kidnapped by racket boss Rooney.

"Every mother in the audience will put herself in my place," Mamie says, "and will judge my performance by her own feelings. Don't tell me that makes for an easy acting assignment."

With all her present activities, Miss Van Doren still yearns to return to the Broadway stage. Few people remember that her show business debut was made in the revival of the Broadway musical, "Billion Dollar Baby," starring Jackie Gleason. Of 500 applicants, Mamie was one of two chosen for the musical. It ran for six months and she attracted enough attention to be booked as a band singer in night clubs. When she moved on to the larger Hollywood horizons, she found immediate success.

"But I want to return to Broadway one day," she says. "Not that I have anything against Hollywood, which has treated me fine. Nevertheless, the satisfaction of playing in a long-run stage show is wonderful. Nothing matches it."

Mamie Van Doren, usually seen in sophisticated siren roles, makes a striking switch in the new MGM release, "The Big Operator," in which she is seen as a young wife and mother whose happiness is threatened by a vicious racket leader. Mickey Rooney plays the unscrupulous killer who attempts to exploit a labor union, with other starring roles filled by Steve Cochran, as Miss Van Doren's husband, Ray Danton, Mel Torme and Jim Backus.

Still 1749-88 **The Big Operator Mat 1-E**

"SIGHTLESS CLUES" ADD FILM SUSPENSE

The feat by which a man retraces the route to a hideaway to which he had been kidnapped in an automobile, blindfolded, is an unusual suspense highlight of MGM's "The Big Operator," topical drama of a thug who attempts to take over a labor union.

Mickey Rooney plays the unscrupulous labor boss who uses strong-arm measures on Steve Cochran when the latter stands in his way. When he is released from the hideaway, where his son is held captive, Cochran brings help and makes his way back in a car. He relocates the house where he was taken by the use of such "sightless clues" as the count of pulse beats to indicate coverage of time, the music of a bagpipe and the sound of the car crossing tar strips, the meaning of a dip in the highway and other ingenious location aids. The difficult search was literally a case of the blind leading the blind!

An Albert Zugsmith Production for MGM, "The Big Operator" stars Rooney, Cochran and Mamie Van Doren with Ray Danton, Mel Torme and Jim Backus in co-starring roles. It was directed by Charles Haas and produced by Red Doff.

An uncooperative union member (Steve Cochran) becomes the victim of Mickey Rooney, vicious racketeer leader who attempts to take over a labor union in "The Big Operator." The hard-hitting drama, released by MGM, co-stars Mamie Van Doren, Ray Danton, Mel Torme and Jim Backus, with Jackie Coogan, Ray Anthony and Ben Gage in guest star roles.

Still 1749-56 **The Big Operator Mat 2-D**

VICE-VIOLENT DRAMA OF TODAY'S NEW JUNGLE OF CRIME!

ROONEY's
TOUGHEST ROLE!

See what happens to witnesses who dare tell the truth about the racketeers who exploit labor!

Who's the next victim to go into the cement-mixer?

The flaming human torch

The blindfold "lie-detector" torture-test!

M-G-M PRESENTS
AN ALBERT ZUGSMITH PRODUCTION

STARRING
MICKEY ROONEY
as NOTORIOUS "LITTLE JOE" BRAUN
STEVE COCHRAN
MAMIE VAN DOREN

ACTUAL GANGSTER WAR-TACTICS SHOWN IN ALL THEIR VICE AND VIOLENCE!

THE BIG OPERATOR

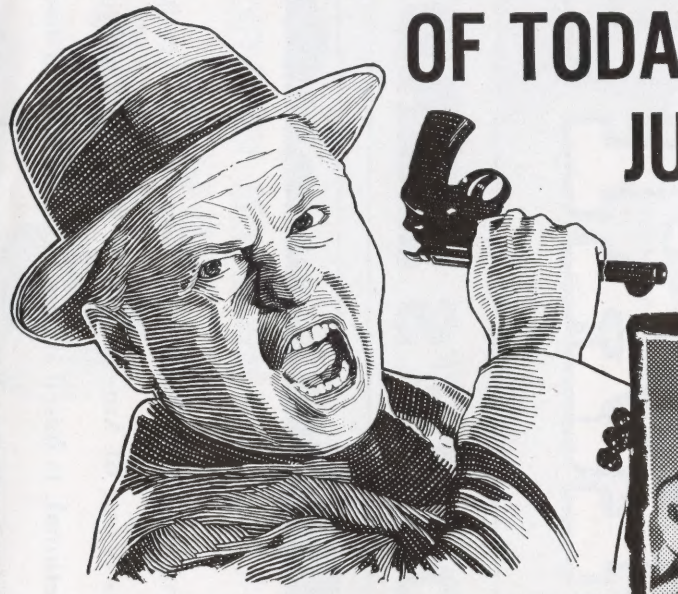
Co-Starring
RAY DANTON · MEL TORME · JIM BACKUS · Guest Stars JACKIE COOGAN
RAY ANTHONY · BEN GAGE · BILLY DANIELS · Screen Play by ROBERT SMITH and ALLEN RIVKIN
Based On a Cosmopolitan Magazine Story by PAUL GALLICO · Directed by CHARLES HAAS · Produced by RED DOFF

in CinemaScope

ASSOCIATE FEATURE / THEATRE

Ad No. 307-R—399 Lines (3 Cols. x 133 Lines)

VICE-VIOLENT DRAMA OF TODAY'S NEW JUNGLE OF CRIME!



—who's the next victim to go into the cement-mixer?
—the flaming human torch (he defied "The Big Operator")!
—the blindfold "lie-detector" torture test!

ACTUAL GANGSTER WAR-TACTICS SHOWN!

M-G-M PRESENTS
AN ALBERT ZUGSMITH PRODUCTION

STARRING **MICKEY ROONEY** IN HIS TOUGHEST ROLE!
STEVE COCHRAN · MAMIE VAN DOREN

in CinemaScope

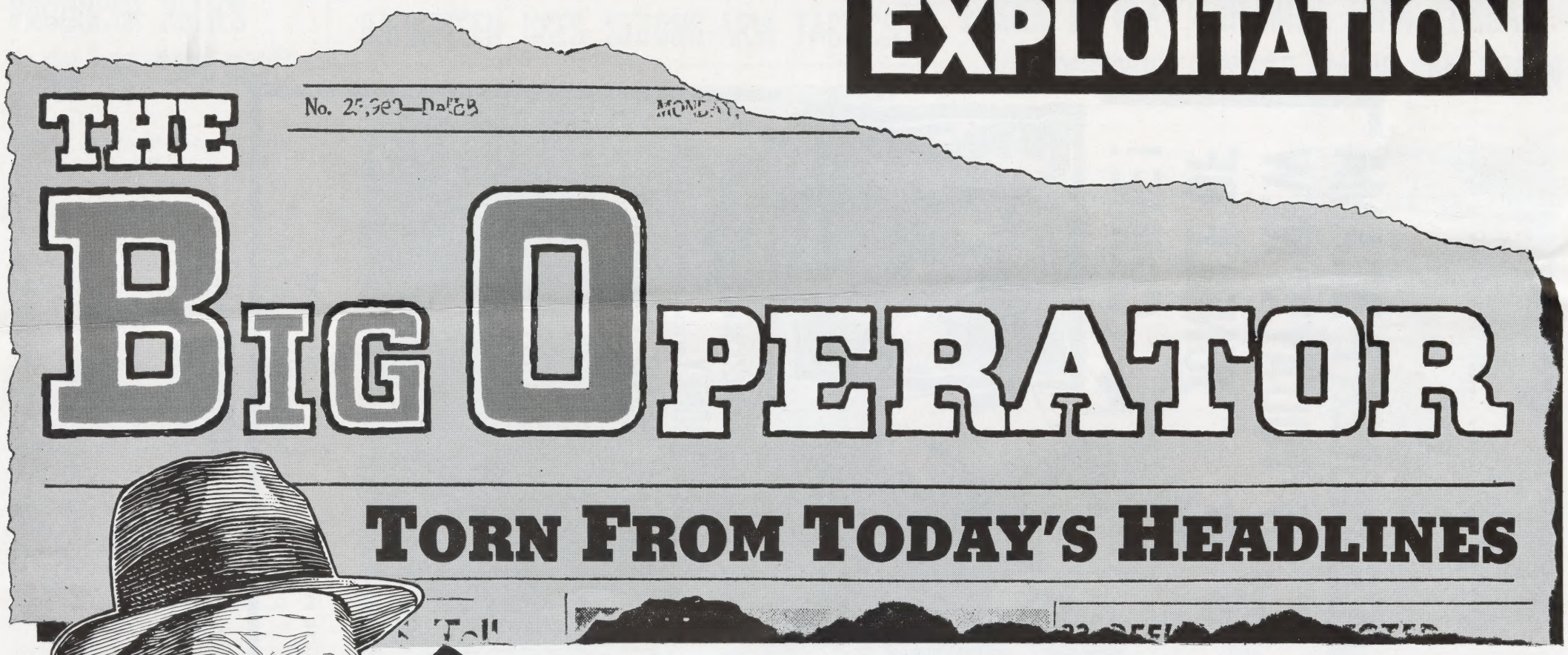
THE BIG OPERATOR

Co-Starring
RAY DANTON · MEL TORME · JIM BACKUS · Guest Stars JACKIE COOGAN
RAY ANTHONY · BEN GAGE · BILLY DANIELS · Screen Play by ROBERT SMITH
and ALLEN RIVKIN · Based On a Cosmopolitan Magazine Story by PAUL GALLICO · Directed by CHARLES HAAS · Produced by RED DOFF

ASSOCIATE FEATURE | THEATRE

Ad No. 306-R—336 Lines (3 Cols. x 112 Lines)

EXPLOITATION



Senator McClennan, Chairman of the McClennan Committee investigating rackets, has said that racketeering in unions is one of America's foremost problems today. The story of THE BIG OPERATOR, while fictional, is based on events taken from testimony that has been given at these committee investigations. Naturally how much emphasis you can put on this phase of the campaign is dependent entirely upon the situation in your town.

GET A SPECIAL ART BREAK WITH THIS UNUSUAL DRAWING!

This special drawing of Mickey Rooney gives you an unusual piece of art for planting with your amusement editor, either for a big Sunday break or in connection with an announcement story about your forthcoming playdate.

ORDER STILL NO. LM 45771

RADIO AND TV

MICKEY ROONEY RADIO INTERVIEW RECORD

Available at your nearest MGM exchange—Rooney talks about his many years in show business and what he foresees for the future. Get your copy gratis and plant on one or more local radio stations.

MUSICAL PERSONALITIES

Three of the top names in the music field are in THE BIG OPERATOR. Mel Torme, Ray Anthony and Billy Daniels are all prominently featured. Arrange with your disc jockeys to feature records by these three very popular recording stars. How about a disc jockey contest to identify tunes of the various songs which they have recorded with theatre tickets as prizes?

LOCAL IDEAS

SPECIAL SCREENINGS

Arrange a special showing for important labor leaders in your community. Include your newspaper editors, business editors, local columnists, etc. All radio and/or TV commentators should be included, also the District Attorney and other law enforcement officers.

ROUND-TABLE PANEL

Arrange a round-table discussion on radio or TV in which the participants discuss the labor situation as it applies to your community. The picture can certainly be the basis for such a discussion.

FACTORIES AND PLANTS

Arrange for small announcement stuffers to be inserted in all payroll envelopes — announcement cards on plant bulletin boards, etc. — can you sell a block of tickets to your theatre to the plant management? ? ?

UNION PUBLICATIONS

Be sure to service your local Union publications with stories and art on THE BIG OPERATOR. Arrange for special ads to appear in these Union newspapers and magazines emphasizing that THE BIG OPERATOR is of special interest to readers.

CONTEST IDEAS

HIGH SCHOOL OR COLLEGE CONTEST

Find THE BIG OPERATOR of the campus via a popularity contest. Students vote to select the student that they consider to be the "biggest operator" enrolled at the school. Local daily or school newspaper, TV or radio station could sponsor the contest. Request merchants to participate by having ballot boxes in their shops and posters with copy, "Vote here to find THE BIG OPERATOR of our campus — See THE BIG OPERATOR at the Regent Theatre."

NEWSPAPER, TV OR DISC JOCKEY CONTEST

A letter writing contest whereby contestants submit letters on the subject, "the biggest operator I have ever known was . . ." Winners are awarded guest tickets to see THE BIG OPERATOR.

CONTEST FOR EX-SERVICEMEN OR CURRENT MEMBERS OF THE ARMED FORCES

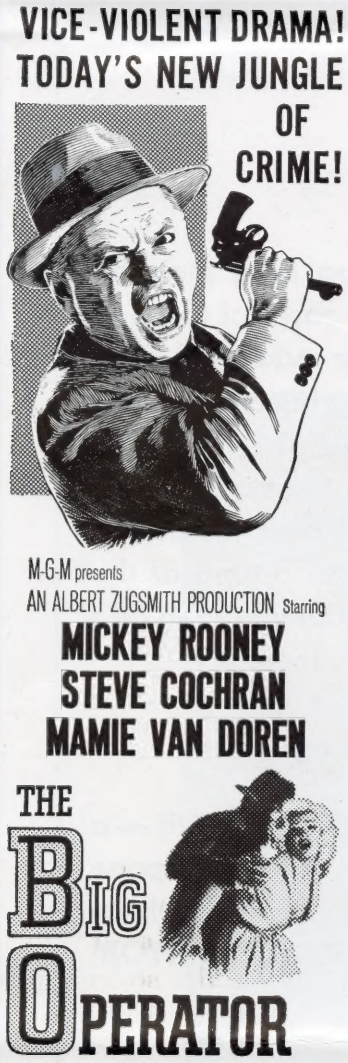
This one could be based on the subject, "THE BIG OPERATOR in my outfit was (is) a fellow named, etc." In addition to publicizing this one via regular sources you could work with Veteran Organizations.

HERALD

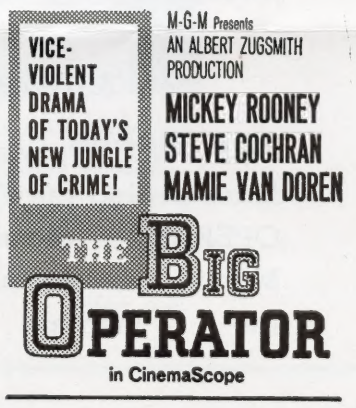
A sensational action type herald is available on THE BIG OPERATOR at either CATO in New York or PICA in Chicago. Full of action and drama these heralds would be excellent for use as stuffers in payroll envelopes, in factories and plants and for distribution wherever people congregate. Check the sample herald as shown elsewhere in this book.

Ad No. 207—100 Lines (2 Cols. x 50 Lines)

Ad No. 209—50 Lines (2 Cols. x 25 Lines)



Ad No. 110—100 Lines
(1 Col. x 100 Lines)



Ad No. 113
28 Lines (1 Col. x 28 Lines)

Ad No. 308-R—500 Lines (3 Cols. x 167 Lines)

Ad No. 210—56 Lines (2 Cols. x 28 Lines)

TIE-UP STILLS!

Order by Number from National Screen Service

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TEA *(Below)*
1749-X1

RADIO ANNOUNCEMENTS

150-Word Live Announcement No. 1

ANNOUNCER: MGM presents — THE BIG OPERATOR — a power-mad Little Caesar—a guy who starts where Capone and Dillinger left off! See a jet-propelled racket boss climb the crooked ladder to the top of the mob by streamlining torture and murder! See Mickey Rooney as "Little Joe Braun"—a man who thinks he's too smart for the law! Watch . . . as with ruthless power, he uses the latest scientific methods to take care of men who get out of line. Men like Steve Cochran . . . doubly vulnerable because of his love for Mamie Van Doren — the girl the Big Operator wants! You will be jolted and shocked as the screen explodes with a furious exposé of organized viciousness, in a drama matched by the excitement of its dynamic cast of stars . . . Don't miss Mickey Rooney, Steve Cochran, and Mamie Van Doren in MGM's THE BIG OPERATOR! An Albert Zugsmith Production. Starting . . . . at the . . . . theater.

150-Word Live Announcement No. 2

ANNOUNCER: See Mickey Rooney — more powerful than in "Baby Face Nelson"—as the incredible "Little Joe Braun" who thought he was too smart for the law . . . too tough for the lawless—THE BIG OPERATOR! Now—MGM brings you a savage exposé of organized crime in America — a jet-propelled racket boss climbing to the top of a mob by streamlined torture and murder . . . "taking care" of the men who get in his way . . . The story of a power-mad Little Caesar who started where Capone and Dillinger left off! You will be jolted by the vicious way he "teaches" the man who dared to love his "girl"! Steve Cochran is the victim of his revenge — and Mamie Van Doren the girl both wanted to own. Here is a dynamic cast in a powerful drama of the crimes which hide behind the Fifth Amendment . . . MGM's THE BIG OPERATOR. Starting . . . . at . . . . theater.

35-Word Live Announcement No. 1

ANNOUNCER: MGM presents — THE BIG OPERATOR — a power-mad Little Caesar—a guy who starts where Capone and Dillinger left off! See Mickey Rooney, Steve Cochran and Mamie Van Doren in MGM's THE BIG OPERATOR! Starting . . . . at the . . . . theater.

35-Word Live Announcement No. 2

ANNOUNCER: See a furious exposé of organized crime that hides behind the Fifth Amendment . . . See MGM's THE BIG OPERATOR—Starring Mickey Rooney, Steve Cochran, and Mamie Van Doren. THE BIG OPERATOR! Starting . . . . at the . . . . theater.

COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

M-G-M Presents AN ALBERT ZUGSMITH PRODUCTION
MICKEY ROONEY · STEVE COCHRAN
MAMIE VAN DOREN
THE BIG OPERATOR
in CinemaScope

Ad No. 114
14 Lines (1 Col. x 14 Lines)

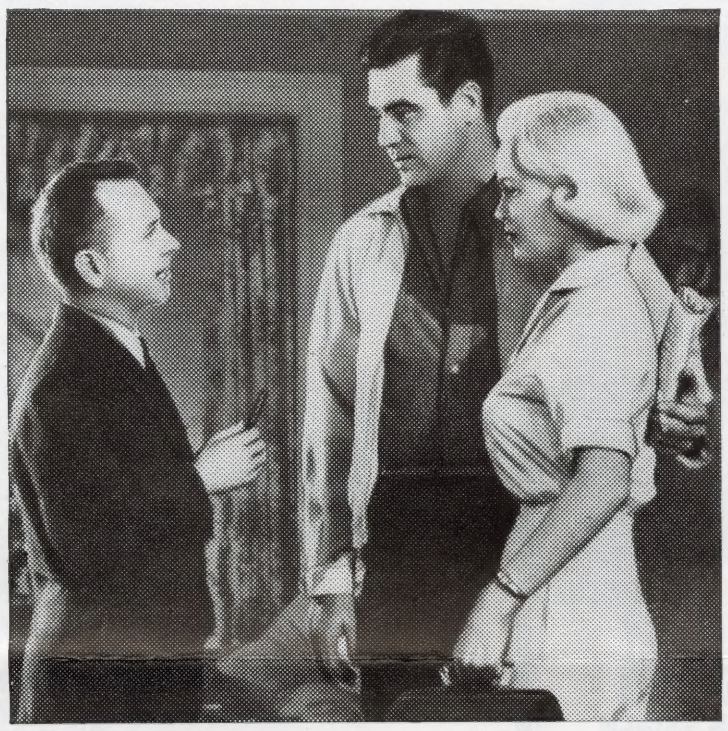
Mickey Rooney, as the vicious racket boss who attempts to exploit a labor union in "The Big Operator," hard-hitting new MGM release. Steve Cochran, Mamie Van Doren, Ray Danton, Mel Torme and Jim Backus co-star in the CinemaScope production.

Mat 1-C

M-G-M Presents AN ALBERT ZUGSMITH PRODUCTION
MICKEY ROONEY
STEVE COCHRAN · MAMIE VAN DOREN
"THE BIG OPERATOR"
CINEMASCOPE

Ad No. L-101
1 Col. x 2" (28 Lines)

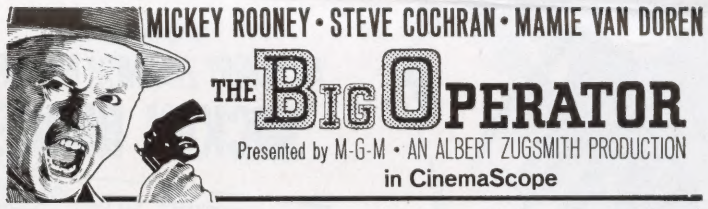
Ad No. L-102
1 Col. x 3" (42 Lines)



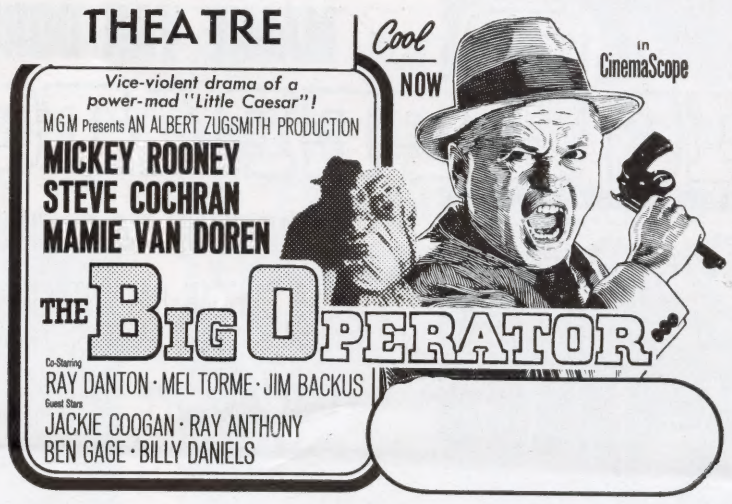
Mickey Rooney attempts to bribe Steve Cochran into keeping his mouth shut in "The Big Operator," hard-hitting topical drama of a union exploited by an unscrupulous racketeer. Mamie Van Doren portrays Cochran's wife, with other leading roles played by Ray Danton, Mel Torme and Jim Backus and with Jackie Coogan, Ray Anthony and Ben Gage as guest stars. The CinemaScope picture is released by MGM.

Mat 2-A

M-G-M Presents AN ALBERT ZUGSMITH PRODUCTION
MICKEY ROONEY · STEVE COCHRAN · MAMIE VAN DOREN
"THE BIG OPERATOR"
CINEMASCOPE



Ad No. 211—28 Lines (2 Cols. x 14 Lines)



Ad No. L-201—2 Cols. x 2½" (70 Lines)

M-G-M PRESENTS
AN ALBERT ZUGSMITH PRODUCTION
STARRING
MICKEY ROONEY
IN HIS TOUGHEST ROLE!
STEVE COCHRAN
MAMIE VAN DOREN

ACTUAL GANGSTER WAR-TACTICS SHOWN!

THE BIG OPERATOR

Co-Starring
RAY DANTON · MEL TORME · JIM BACKUS · Guest Stars JACKIE COOGAN
RAY ANTHONY · BEN GAGE · BILLY DANIELS Screen Play by ROBERT SMITH
and ALLEN RIVKIN Based On a Cosmopolitan Magazine Story by PAUL GALLICO Directed by CHARLES HAAS · Produced by RED DOFF
in CinemaScope

ASSOCIATE FEATURE THEATRE

Ad No. 206-R—200 Lines (2 Cols. x 100 Lines)

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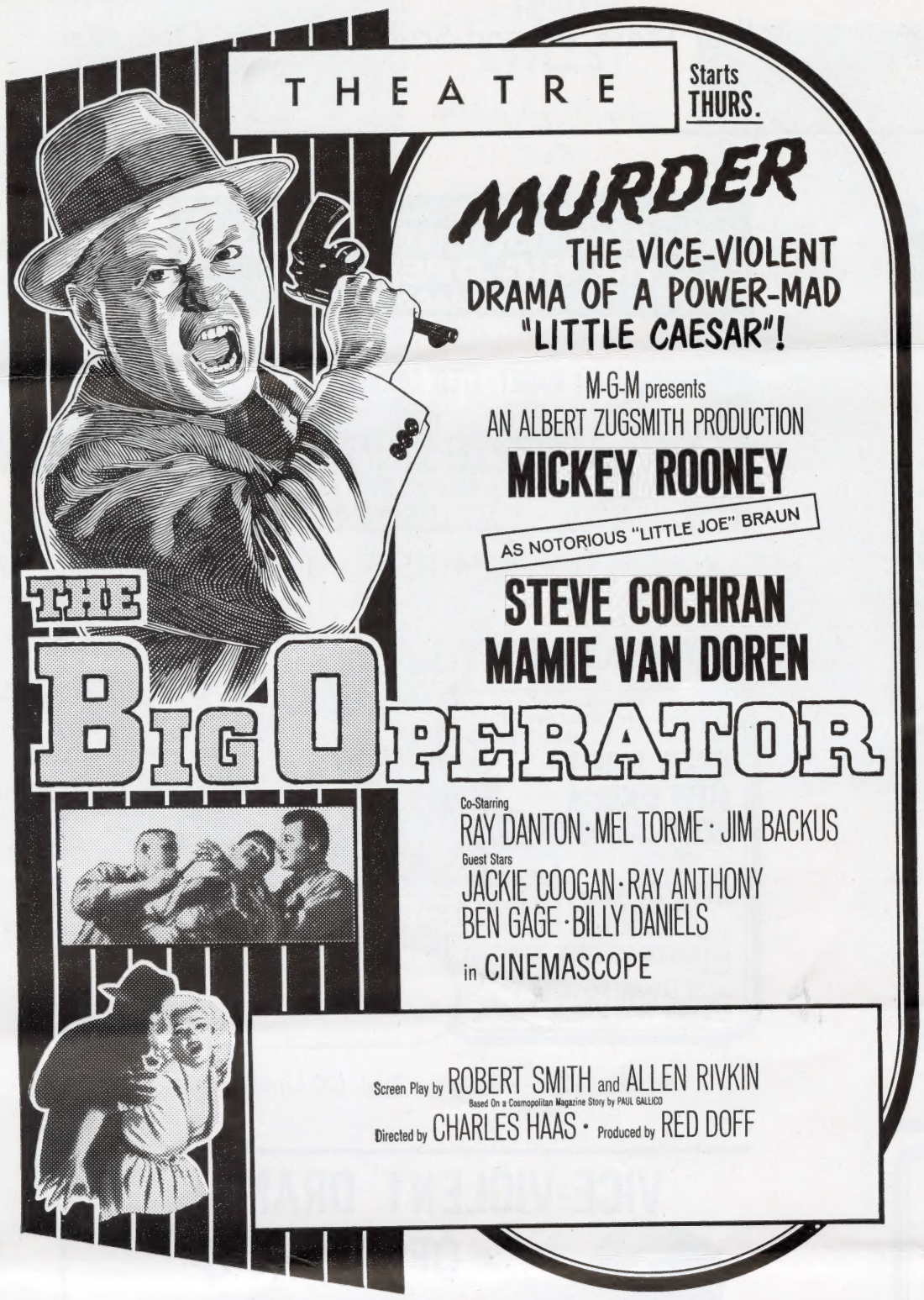

Ad No. L-301—3 Cols. x 8" (336 Lines)

THEATRE

Ad No. L-203—2 Cols. x 7½" (210 Lines)

THEATRE

Ad No. L-104
1 Col. x 5" (70 Lines)

Ad No. L-202—2 Cols. x 3¾" (106 Lines)

THEATRE

Ad No. L-103
1 Col. x 5" (70 Lines)

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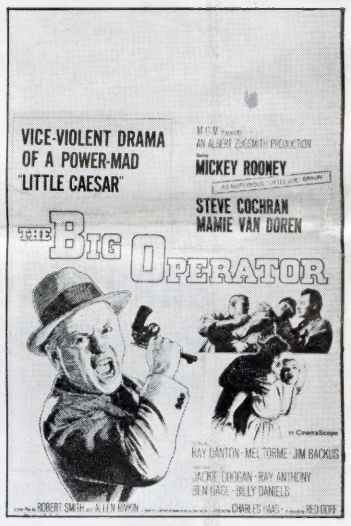
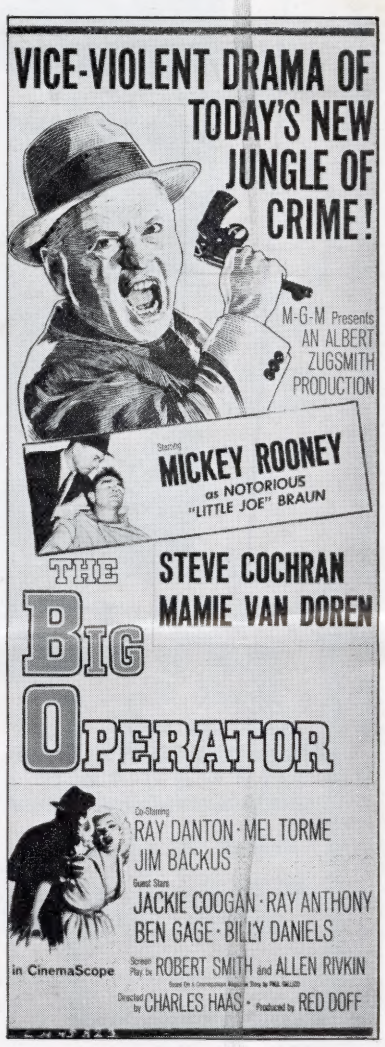


14 x 22 WINDOW CARD

11 x 14 LOBBY DISPLAY CARDS



INSERT CARD

22 x 28 CARD

SHOWMANSHIP PHOTOGRAPHIC PACKAGES

There are two packages, A and B. Package A contains 25 horizontal production stills from the picture. Package B is a practical selection of material for advertising, exploitation, window tie-ups, lobbies, etc. All the stills are 8" x 10". Order in complete sets, or as many individual stills as required direct from your local National Screen Service Exchange.

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